

Blower

ENTERTAINMENT
MAGAZINE

From the
Editor-In-Chief
who brought you
Word Up, 2 Hype
Rap Masters,
Hype Hair and
Modelocity Online



Jay Pharoah
Almost Dropped The Mic For
The Last Time



Alyson Williams
Releases New Flava For
Your Ears



Kal Dawson's
Team...
WINNING!



Angelo Ellerbe
Wisdom You Can't Buy



Guess Who's In Da
Building?...
DJ Drewski



What
POWER
Move is
50 Cent
Up To Now?

The Who – What – When – and How to get there...



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● **Todd Jones**
The Donutologist



Belinda Trotter-James

Blown Woofer, Editor-In-Chief

Shoutout From The Editor's Desk

Blown Woofer magazine was created to feature amazing artists and provide a master class environment to gain priceless information. Back in the day as the editor with Word Up, Rap Masters, 2 Hype, Hype Hair, and many other national fanzine publications, we prided ourselves on exposing the newest, hottest artists along with many underground artists who made sure they got our attention.

Blown Woofer is your industry insider resource for information on music contracts, the art of negotiations, in-depth interviews with top executives, the hottest artists, and DJs from various genres. We will also look at how technology has made listening to music better than ever plus musical flashbacks, healthy habits, money matters and so much more.

If you think you have what it takes to be featured in Blown Woofer, just submit your music, photos and bio to BlownWoofermagazine@gmail.com. Those chosen to be in the magazine will be contacted. Follow us on Instagram [@blownwoofermagazine](https://www.instagram.com/blownwoofermagazine)

Belinda Trotter James

Photo credit: Kato Camera



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BLOWN WOOFER ENTERTAINMENT MAGAZINE

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Publisher: Media Queen Publishing
Available in over 35 countries and territories worldwide

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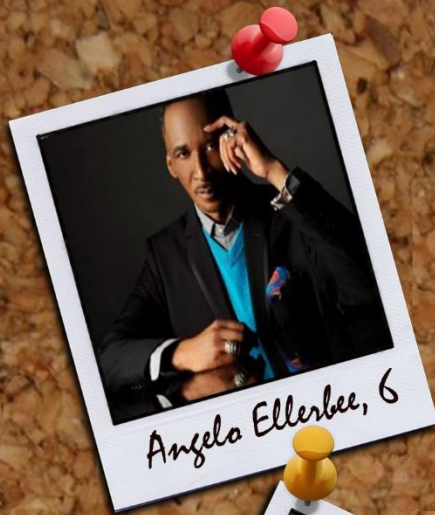
Circulation: MagCloud

Vondechii
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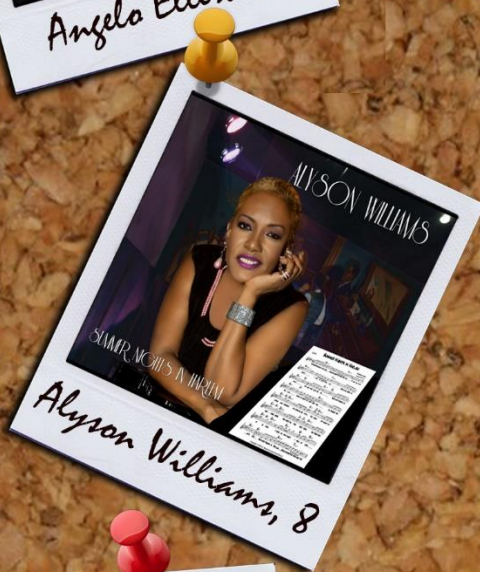
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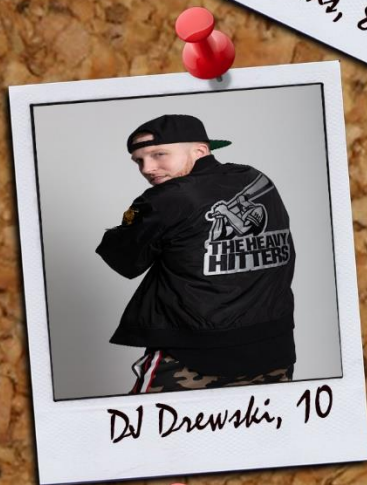


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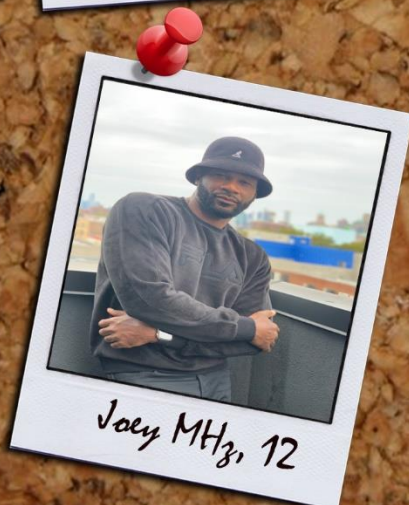
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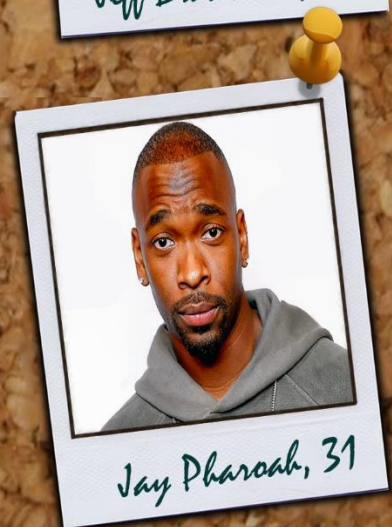
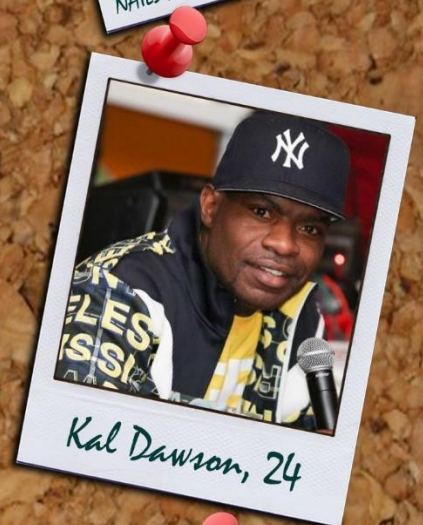
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ANGELO ELLERBEE

An Insiders Look To Understanding A Changing Industry

By Belinda James

In some ways the music industry has changed and in other ways it has stayed the same. The one thing that aspiring and seasoned artist should always know is that they cannot do it all by themselves. They need a good team of people that know more than they do. Each person needs to stay in their lane and come together to win and win big. To find out some of the key factors needed to succeed in the music industry, we tracked down Angelo Ellerbe, CEO of Double Xposure who has been a VIP publicist to such celebrities as Koolhaas and the Gang, seasoned recording artists... the list is too long to name them all and the fabulous, legendary Dionne Warwick. His wealth of knowledge is crucial to the success of any career. So, we asked the question... Has the industry changed and if so, how does one navigate through it to be successful?

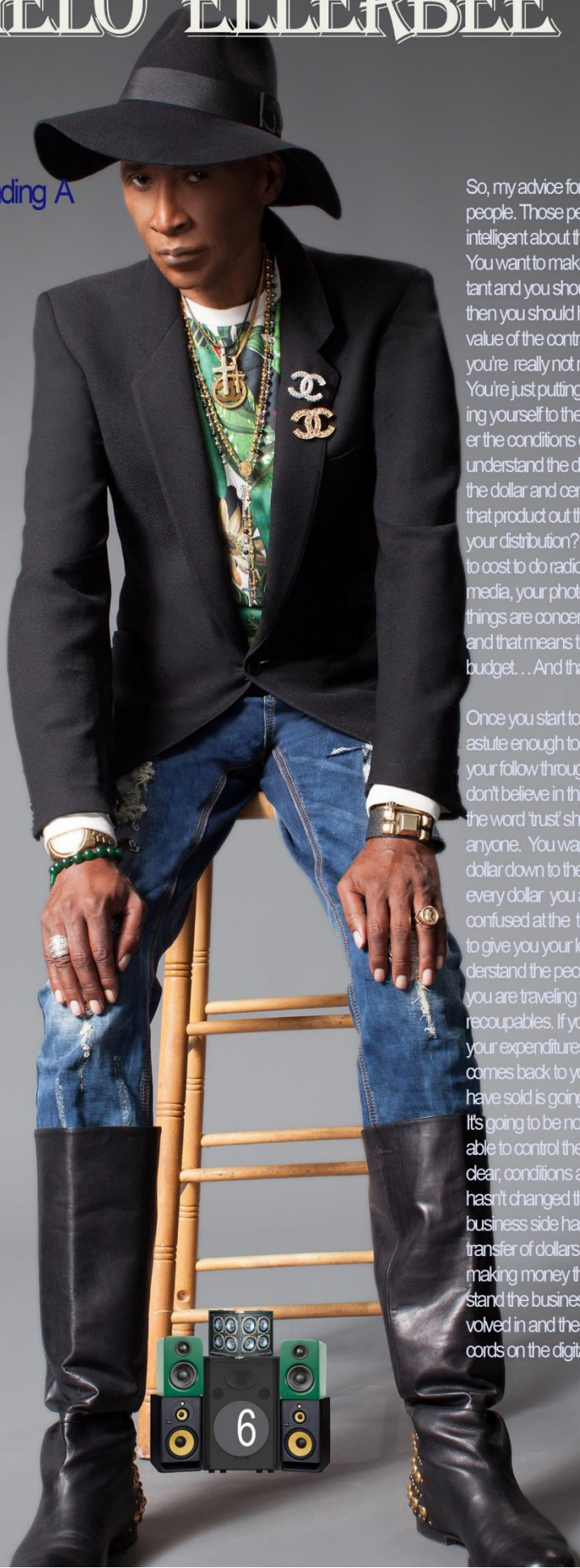
ANGELO: It's hard to say if the industry has changed 100%. People are still selling records; videos are still being produced and so I think the young people must stop putting the cart before the horse. I think they need to take their time to educate themselves on the business of the music industry. Now the language of the business may have changed but more importantly they need to be in the loop with the business and understand the ins and the outs of the music industry. They need to understand publishing. We understand that we have the freedom of being independent artists and independent labels and all those other things, but business is business. They should conduct business by understanding the who, what, when, why and how.

For me, the first thing to do is understand the money, understand the contractual agreement, and understand the importance of the commitment that you have made not just for yourself but for your team. These are very serious times where people are not as open and honest to speak about how young artist should go about entering the music industry.

So, my advice for them is to really select a team of people. Those people should be astute, and quite intelligent about the ins and outs of the industry. You want to make sure you get a good accountant and you should stick with those people and then you should have an understanding of the value of the contract on your first year because you're really not making any money the first year. You're just putting yourself out there and introducing yourself to the industry. Regardless of whatever the conditions of the agreement are, you should understand the dollar and cents and the value of the dollar and cents. What is it going to cost to put that product out there? What is it going to cost for your distribution? Will it be digital? What is it going to cost to do radio promotions, travel, your social media, your photos shoots, and bio...? All these things are concerns that you must understand and that means that you must develop a budget... And that's the money side of it all.

Once you start to sell that record you must be astute enough to understand the importance of your follow through and the connection to it all. I don't believe in this music industry to the point that the word 'trust' should give you freedom to trust anyone. You want to be very mindful of every dollar down to the penny that you've spent and every dollar you are making so that you will not be confused at the end of the day when they start to give you your loyalty checks. You need to understand the people around you, and the people you are traveling with. All these things are called recoupables. If you're not being accountable with your expenditures, you'll find that the check which comes back to you for the gross records that you have sold is going to be a trick and a treat for you. It's going to be nothing there. So, you must be able to control the dollar and the cents. To be clear, conditions and practices have changed but it hasn't changed that much because for me the business side has not changed. There is still a transfer of dollars and cents. People are still making money therefore you just need to understand the business in which you got yourself involved in and the new techniques of selling records on the digital side or over the internet.

Blown Woofers



QUESTION: Should artists put their hopes and dreams into getting signed with a major record label or should they just go ahead and try to create their own label?

ANGELO: First, we must understand the importance of how young artist will go out to get a deal and that's what has changed in the industry. Back in the day you would send your music to A&R people and they would say they like it or don't like it; however, it doesn't work like that anymore. This is where your social media comes in to being extremely, extremely important as well as your YouTube postings and all the things that come along with it because that's what record labels are looking at. They are concerned about their investment. If you have a million followers and your packaging and your product is good, then you may get a label deal which could be with a major label or an independent label. However, people are looking at the large numbers on your social media and that's what the label is buying into. You are investing in your career and they are investing in you at the same time. Therefore, you're really becoming partners with your independent label as well as your major label, but it all has to do with your social media and the strength of your social media and followers. When they see you have two million people, out of the two million people the label should at least be able to sell 500,000 records out of that depending on the market and the effort they put into it. So, it's all about social media strategy. People are just not releasing records initially. They are going to do that video, then post it up on YouTube and wait until it gets to 10,000 views, then 20,000 views, then they're going to release the video to the public, then they're going to release that record. That's how you get the traction you're looking to get which tells people that you have value.

Try understanding the business and not be in the ditches. Be ambitious enough to understand the business before making a move to the studio to record, or before going out to produce videos and thinking that something's going to happen. It's not going to happen just like that. Therefore, you need to do the business of investing in the social media side along with your packaging and your visuals.

QUESTION: What can a publicist do for the artists to help keep them on track.

ANGELO: I don't think it's about what a publicist can do, it's about what the experienced team as a whole can do for them. Everyone on the team must stay in their lane so that all the artist lanes are covered. The artists must learn to listen and comprehend the wherewithal of how to promote themselves and their record. You can't go and hire somebody to do a job if you don't know what you're hiring them to do. If you don't know a little about the job, how do you know if their work is worth your money? So, it's not just what your publicist can do, it's also what your marketing person can do for your brand.

Being in the music industry cannot be a part time job. You got to go the distance no matter what. Select your people wisely. The music industry experts are everywhere... Find them.

QUESTION: What should young artist look out for when they finally get 'the deal'?

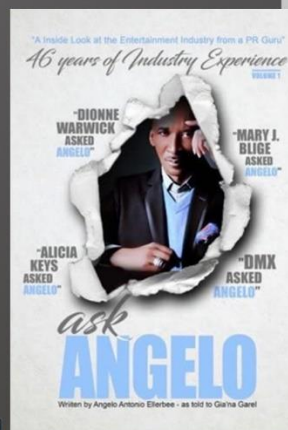
ANGELO: I want young kids to be very, very careful of production deals. Young people believe that a production deal is a record deal. Not so... When you get a production deal that means that someone is assigned to you. So, for example, if you got a production deal, and you choose to go to a label. You really can't. You signed yourself to a production deal. The producers go to the label and they sign to that label which means they control your money. They get the money and give you what they think you should have. That's the way it goes. So, when artists get this production deal, and they are floating on clouds because they are down with this one and that one, I hope they read the fine print. If the deal is not structured properly in favor of the artists you can get pancake on your face. That's what I mean about people being in ditches instead of being ambitious.

You just want it, but you do not understand what you want, who you are assigned to and why you are assigned to them. You just want to be a star, but if you spell that word backwards that's not what you're trying to be. What you must begin to understand is the business and what you signed up for. There is a clear distinction of every avenue that you choose to go down.

QUESTION: This conversation about production and record deals is a serious topic that needs to be continued. Angelo has written two books that every artist should read to gain insight into the music industry. The Sense of Success and Ask Angelo. Both books speak about the business of music and the pitfalls and triumphs of artists. These books have over 50 years of wisdom which will keep you from crying to the bank while depositing your two-dollar check. Both books are available on Amazon. Why are these books important to artists?

ANGELO: The Sense of Success which gives you a direction, a promise and desire to win. It gives you the wherewithal to some of the high-profile people that I've worked with over the years with some of their dilemmas and strengths. In this industry it can be very depressing and hurtful. Ask Angelo addresses everything you should know but no one told you about the music industry.

Continued on page 28



Blown Woofer

TIC TOC FLASHBACK...

*The First Lady of Def Jam...
Harlem's First Lady of Jazz...
The Enchantress of Song...*

ALYSON WILLIAMS

By Eric Floyd

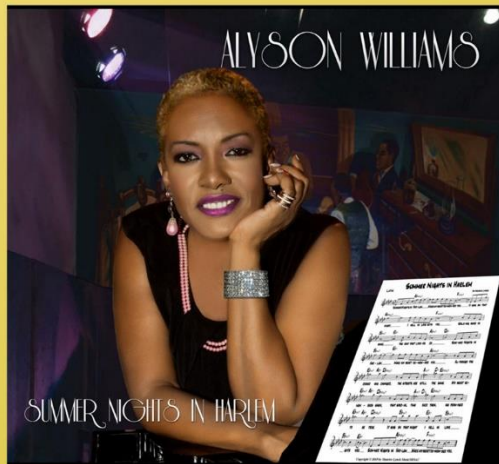
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Michelle Obama



Surrounded By Love



Valerie Simpson



Stevie Wonder

Alyson Williams is a consummate performer, signature song stylist whose mystical earthy tones are instantly known and an internationally renowned diva DIVA, who never fails to give us fever! Reminiscent of her classic Pop / Jazz / Soul vocal mentors like Billie Holliday, Nancy Wilson, Dinah Washington, Carmen McCrae & Nina Simone.



Editor, Belinda Trotter-James



Cuba Gooding Jr.

A dynamic Actress, Singer, Songwriter, Comedienne & Humanitarian, she is a national treasure and a songs best friend! Her latest release, the single "Summer Nights In Harlem" brings a jazzy, mature, grown-folks vibe as well as a sweet sultriness to the accompanying flip-side ballad, "The Romance Of You". The links will lead you straight to Alyson's phenomenal catalog of music plus learn more about this national treasure and to see why so many people around the world love her style.



Oprah

<https://youtu.be/xEp6FXC5xMU>
"SUMMER NIGHTS IN HARLEM"

<https://youtu.be/paV1-ntPthM>
"JUST CALL MY NAME" (music video)

<https://youtu.be/8bOzP5NRAc4>
"JUST CALL MY NAME" (Live)

https://youtu.be/LBumzhAOa_g
R&B Greatest Unknown Artists

<https://youtu.be/gZ93wuu0c-8>
"SLEEP TALK" on Top Of The Pops

Alyson Williams - Wikipedia
https://en.m.wikipedia.org/wiki/Alyson_Williams



Eric Floyd, Wanda Dee, Melissa Morgan



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DJ DREWSKI IS IN THE BUILDING



Tuesday is in the building hanging with DJ Drewski at his live The MVMNT studio watching Drewski in action during an artist listening session where he listens to five songs and provides feed back to the artists. He also had a dope interview with recording artist Princess Menace. The concept and the visionary of DJ Drewski is beyond any ordinary DJ. He's what the industry needs. His grind and hustle to promote upcoming artists is beyond a diamond.



Tuesday: DJ Drewski tell us about your brand for The MVMT?

Drewski: The MVMT brand started as an idea that myself and Dj Cipha Sounds came up with. The idea was to produce music in collaboration with different artists, producers, writers etc. We wanted to create music and have multiple artists work together on the same ideas. From that it became even bigger. I started The New MVMT radio show on Hot 97 where I play and break new artists from the tristate area. From that we have seen artists like A-Boogie, Pop Smoke, Fivio Foreign, Lil Tjay and more breakthrough. With these relationships I have decided to produce my own records featuring these emerging hot artists. Then we expanded with The New MVMT Live YouTube stream and The MVMT merchandise. It has basically become a lifestyle and production company.

Tuesday: Where can artist register to submit their music?

Drewski: Artists can submit music on TheNewMVMT.com. There are different options and opportunities on the website for new artists.

Tuesday: What have you been up to since the pandemic?

Drewski: Since the pandemic, I have been in the studio working on a DJ Drewski EP I have dropped a couple records and music videos but gearing up to drop a whole body of work. On top of that we have been having a great time with The New MVMT YouTube live and still rocking Hot 97 six days a week

Tuesday: The streets are saying that you are the only DJ out here checking for upcoming artist. To them you are their musical hope. How does this make you feel?

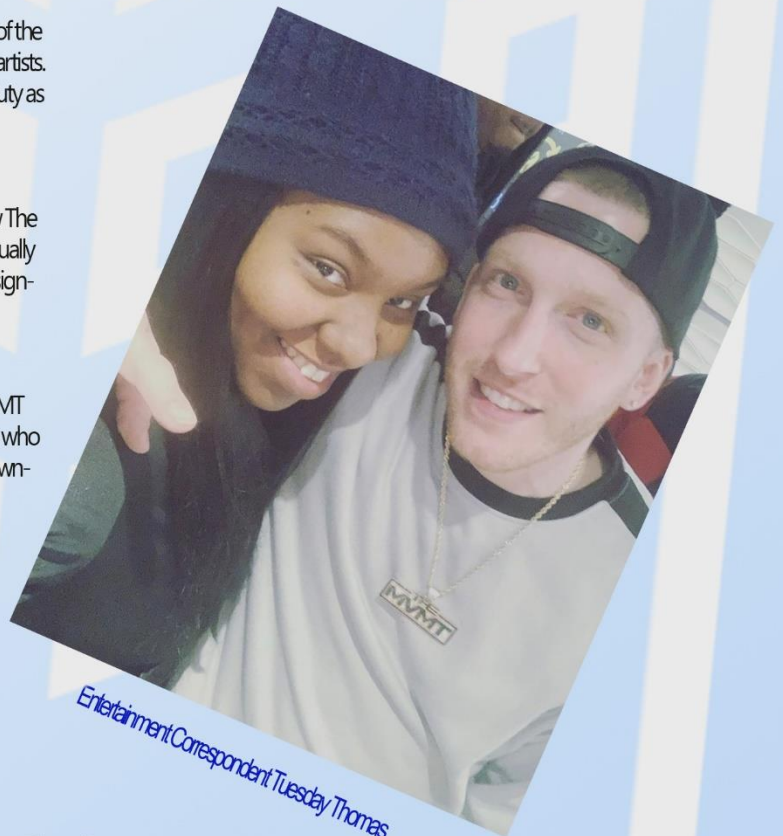
Drewski: As a DJ, I always felt it was our responsibility to be in the forefront of the culture and use our talents to introduce the world to new music and new artists. It feels good to know I give people hope, but I just feel like I'm doing my duty as a DJ.

Tuesday: What are your plans in the next 5 years?

Drewski: The next five years are looking BIG. I'm going to continue to grow The MVMT brand on top of putting out new records. We are looking to eventually turn The MVMT into a full-fledged music production company and start signing talented artist straight to us.

Tuesday: Any shoutouts you want to give?

Drewski: I would just like to shout out to everyone that rocks with The MVMT and all the new artists who don't complain and put in that work. Everyone who still turns on the radio and listens to me on HOT 97 and everyone who downloads and streams my records.



BLOWN WOOFER

Entertainment Correspondent Tuesday Thomas



JOEY MHz

Feels Good To Be In The Director's Chair

By Tuesday Thomas



Blown Woofer

JOEY MHz is the hottest independent film director/screenwriter blowing up screens across America and beyond. In this exclusive Q&A we find out what is behind the mind that makes audiences want more. His production company, MHz Media Group, has produced numerous projects and he was nominated for a Stellar Award for best music video and a BET Music Award for best director of a music video.

QUESTION: So, where are you from?

JOEY: I'm from Lords Island New York aka Long Island.

QUESTION: How long have you been directing films?

JOEY: For over 15 years now and still loving it.

QUESTION: What are your inspirations?

JOEY: I would have to say life and music.

QUESTION: What projects are you working on?

JOEY: I'm working on a film now called Justice. It's an FBI crime drama set in New York.

QUESTION: I see you work with artists in the music industry; tell us how you balance managing talent and directing?

JOEY: To be real...it's my team.... THE MHz couldn't do it without them. They keep me focused and play a big part in that.

QUESTION: What are some of your long- and short-term goals?

JOEY: My goal is to raise all the capital we need for the film, Justice and compiling that project.

QUESTION: In the next five years where do you see yourself as a film maker?

JOEY: I see myself making films that challenge us and help push forward the film industry to stay alive.

QUESTION: What's your zone when you're directing a project?

JOEY: I don't want to f*ck up, so I make sure I don't. LOL!

QUESTION: How can you inspire youth to see that they may be able to direct?

JOEY: I think when they see me, they understand I came from nothing and pushed my way in through with hard work and consistency. Therefore, when they see me, they will know they can do it too.

QUESTION: Do you plan to share your skills, knowledge, and talents with the younger generation?

JOEY: Yes, absolutely. I'm doing that now.

QUESTION: Name one thing that no one would guess about you.

JOEY: I'm always nervous before a shoot.

QUESTION: Any shoutouts?

JOEY: I would like to shoutout Big Bo at Rock Nation.



BlownWoofer

MELLE BxNDO

Going Hard With Lyrical Style

by BTJ

Another super dope artist has put her lyrical spitting skills to the test against some of the best in hip hop. Some of you may know her as W.A.M. (Weird Ass Melle) Wait... Uh-Oh, she changed her name. Well, let's start over and introduce you to the fire spitting lyricist aka Melle BxNDO, (pronounced Mell(i)e Bando.) She replaced the "a" with an "x" because she can. What Melle Bxndo has found out early in the game is that this is a business and you must brand yourself correctly straight out the gate. "I was going by the name W.A.M (Weird Ass Melle) but the artist that I am, the music that I do and my crazy past....I don't think that my audience would receive my message too well with the name 'weird' in front of it. So, when you look on social media and they say, 'Oh, that is weird', it means they don't really like people that refer to themselves as weird. I'm an introvert. I don't talk unless spoken to and I keep to myself. I'm a homebody. I do what I got to do, and I get my ass back home. I didn't know if people would understand that about me. Melle Bxndo fits me much better and as people get to know me, they will see that the name fits."

Being an artist is definitely one of the most challenging careers someone can pursue, but Melle knew she was born to do this. "I've been an artist all my life," remembers Melle. "I grew up in a musical household. My father got yelled at plenty of nights for playing a saxophone at all hours of the night and waking up everybody, so music is personal to me. I'm an artist by nature. I'm a sketch artist, I do natural art, and visual art but music is just something that takes me to a whole new level. I don't think people really understand me as a person unless they listen to my music. A lot of people say if I didn't love you, I would hate you." (She laughs) "Then they listen to my music and they get who I am and where I'm coming from."

Have you ever wondered what was the inspiration behind a song? Inspiration can come from a moment in time, a person, a place or something as simple as a thought. "I go with what I feel in the moment," explains Melle. "Sometimes I can just be emotional. There's a song I wrote called 'Chances' and it's a song about relationships. When you get to know me better, you will see where I'm going with it. My music speaks to my life with situations around me that affect me in some kind of way.



Right now, I'm working on a tape which may make the men a little mad at me. It's a song that centers around some men who hate women that's getting money. I don't want to seem like a man hater; it's not like that however, being a female and a dominant female, it seems like I'm always having to fight for my rights to be heard. I have to argue constantly with putting little boys in check. I feel let's be men and women and talk like adults. I don't want to say the song is like checking haters, but I'm no nonsense."



Blown Woofer

As a woman in a male dominated industry, challenges definitely come, and they come viciously at times. Melle is not the one to play with but that doesn't stop the challenges from testing her stamina. "Hell, yeah I have faced many challenges," says Melle. "I can't stress to you enough how hard it's been to me so I know what these other females must be going through. It's a real thing when people ask you to do the unthinkable or the craziest things; believe that! You're not going to catch me in skimpy lingerie. Shoutout to Rihanna because she looks beautiful in it, but I'm not going to have fifty thousand men groping me in a video. I'm not going to be like that, but I've encountered people trying to change me as an artist... 'Melle, you got to get sexy and wear some heels' and I'm like, 'What!? Do you realize who you talking to?' The world will eat me up and chew me up alive because they will know this is not me. I can't be fake like that and so I run into that a lot. I also get, 'Come on shorty; you're going too hard' and I reply, 'Well, what you want me to do? I can re-write a verse, but in the meantime, this is what I brought to the table'. People want women to dumb it down and I don't like that. I'm not a submissive artist and I'm not about to make you feel good while I'm feeling bad as a woman in this industry; it's been ridiculously hard. That's why I'm still trying to get off the ground till this day. When I make certain statements, I'm not trying to disrespect nobody; everybody's different. Nicki [Minaj] got a different image and I just don't see myself with the long hair, nice lashes and long nails. You're not going to get that from me and I'm not saying that's how she got to where she's at, but sex sells and we're in a sex dominated industry however... you're not going to get sex from me."

Melle has a song called 'Smoke Break' and it's definitely one that most people on a job can relate to... "When people heard my song 'Smoke Break', they felt that was the song I should definitely lead with," recalls Melle. "It's a song about corporate America, going to work and you got a boss that's up your ass nagging you every time you turn around... 'You ain't do this', 'You in trouble', 'You didn't do that', 'You wrote up' and 'Now you're fired' and so it's like, man, I need to take a smoke break before I punch my boss in the mouth and go to jail."

The funny thing about this song is that Melle doesn't even smoke cigarettes. "It's the type of song that you could play 10 years later and still relate," says Melle. "It also talks about workplace violence, and ego trips. My other song called 'Feeling Cool' is like a cookout song where we like to have fun. We're going through a pandemic right now and everybody is shut in and the world is trying to get back to normal and we're trying to find our way back. The song is like, wow we have enough problems so for a moment let's just chill, relax and enjoy each other's company because we don't know what the next day is going to bring. I got music for all kinds of subjects but the things I'm dealing with now is for all these sensitive ass fellas. I got something for them."

The world is definitely about to know who Melle Bxndo is and how she feels about the world around her. As a matter of fact, she placed 11 out of 2000 submissions in the LUM competition, which is an independent music App by Apple which features artists who are not signed with any record companies. She didn't win the grand prize, but she did get paid a few bucks for her efforts. "It's really a good platform to build your name and make some money," says Melle. "They say two of Ne-Yo's A&R reps were judges of the competition. They will hurt your feelings if your song is whack. They don't play; they'll tell you to take that crap down really quick. Somehow my song 'Smoke Break' flew across their desk a few times and the song made it to LUM artist of the day on the national smoke holiday. Now I do smoke weed but the song is not about smoking weed. It's about taking a smoke break at work to keep from knocking your boss out and it's literally talking about a cigarette."

So now Melle Bxndo is working with Kal Dawson management and she knows she still has some work to do because the Kal Dawson management team has a whole roster of incredibly talented artist. "I'm going to show them that I'm worth putting energy into," says Melle. You can follow Melle Bxndo on Instagram or drop her a message in her DM.



PRINCESS MENACE

MUSIC SPOTLIGHT In 14 QUESTIONS

By Tuesday Thomas

Who is Princess Menace?

1. Tell us about how you got started rapping in the music world?

Princess Menace: I got started in the music world after a long stage career. When I first started my stage career it was in acting and poetry. As time went by, I became more influenced to become a musical artist because of my poetry, I wanted to be a female Tupac.

2. What is the story on how your name was created?

Princess Menace: My original artist name is Des The Menace, but I also go by Princess Menace. Des The Menace was derived from me wanting to show people that I can be myself and a Menace. Being a "Menace" on the mic means that I destroy anything and anyone in my way. Princess Menace is the other side of me that is dainty and delicate, but I still am gangsta with it. I don't want people to let this beautiful smile distract them from the bars. The name Princess Menace was given to me by my CEO of Pretty Money Records because I am the First Lady/Princess of the label.

3. Where were you born and raised?

Princess Menace: I was born in Brooklyn, NY but I was raised in Far Rockaway, Queens. I would like to think of both boroughs as my home, but Far Rockaway definitely raised me.

4. How has COVID affected your musical growth?

Princess Menace: COVID has made it so difficult for me to be able to perform. Yes, I see people having performances and I would definitely love to be a part of them, but I am still afraid of catching the virus. I definitely feel like COVID has made me realize that nothing should stop the "easier" work like recording music and making music videos.

5. How is COVID affecting your creative process?

Princess Menace: COVID has not affected my creative process. I can't wait to record new music for the world to hear.



Blown Woofer

6. Who inspired you to do music?

Princess Menace: My main inspirations with my music career is both my grandmothers. My grandmother Geneva and My grandmother Cynthia (God rest her soul). From the moment I started drawing and wanting to pursue the stage, my grandmother Geneva used to keep me motivated. It's like she always knew I was going to be a star. My grandmother Cynthia influenced me through the music we listened to, the parties we had over the weekends, the way we used to laugh and dance and sing Michael Jackson songs. Biggie Smalls, Bone Thugs and Harmony, Eminem, Tupac, and Jay Z made me want to be a rapper as well. I barely heard women rapping and I always wanted to be the next Queen Latifah or MC Lyte.

7. How long have you been rapping?

Princess Menace: I have been rapping since the 6th grade. I have been professionally recording for four years and performing for three and a half years.

8. What type of message do you want your audience to get from your music?

Princess Menace: I honestly just want people to know, especially young girls, that there are other ways to get your point across without having to take your clothes off and showing your body. I don't have a problem with women being freely sexual but I also just want women in rap who don't do that to get more respect for having the bars and the sex appeal without having to do that full transition.

9. What's your process in how you come up with concepts?

Princess Menace: My concepts usually come with my mood. It depends on the name of the song as well. For example, "Up All Night" is a track I wrote while thinking about how long I stay up writing a song or even thinking of a concept. Another great example would be one of my most recent tracks, "UNITY" which was written for my people to celebrate in this time of oppression. Being lyrical and still trying to be catchy is one of my strong suits.

10. What is something most people don't know about you?

Princess Menace: Most people don't know that I am truly a funny person to be around. My personality has always been wild and punky since day one. So, when people see me on TV, I don't want them to think that I'm trying to copy someone else. Only the real would understand that's how I naturally am.

11. Would you like to give any shout outs?

Princess Menace: I would like to shout out my label, Pretty Money Records for giving me these opportunities. I told my CEO the day of signing, "I got the talent and you got the money. As long as you got me, I got you. I can make us rich." From that day me and this label have been rocking. I'd also like to shout out my friends and family for being so supportive. I'd like to give a shout out to my special friend for being there for me. Can't thank him enough!

12. Are there any new projects or songs you will be releasing in the near future?

Princess Menace: Right now I'm promoting my newest EP Menace World which is streaming on all platforms with two amazing music videos to match; "Dreams Money Can Buy" and "UNITY".

13. How do you feel about being a female in a male business?

Princess Menace: I feel like I can accomplish way more. Being that this is the era of women artists I feel like I have a bit of an advantage. It's a little harder only because of the way I present my artistry, but it's because of that, that makes me go harder for what I love.

14. Where can people find your music or social media?

Princess Menace: My Instagram is THEREALPRINCESSMENACE, Twitter is THEREALPRINCESSMENACE, Facebook is Princess Menace and you can also follow my label at Pretty Money Records on everything... Facebook, Twitter, Tik Tok, you name it.



Princess Menace hanging out with DJ Drewski



NAILS AND TIPS BY LAILA LONDON



*Alize Jones, the
first black nail
salon owner in
The Bronx*

LIFE AFTER MUSIC

From record producer/label executive at Arista Records to the owner of a successful nail salon in The Bronx. Only in America can people chase a dream, build relationships and change careers. Personal friends know him as Lenny and music industry folks know him as Alize Jones, the first black nail salon owner of Nails and Tips by Laila London in the Boogie Down Bronx. "It blew my socks off because I couldn't believe I was the only one", says owner Alize. "It just can't be true. There must be at least 1—15 other black owned nail salons. I can't just be the only person with this idea."

Not only was Alize the first to do it but the real question is why did he want to open a nail salon in The Bronx? "Well it's a threefold answer to the question," starts Alize. .. "One, I'm from The Bronx. Secondly, once a month or every other month I would do a daddy daughter day. I introduced my daughters to getting manicures and pedicures because it's a relaxing feeling, it's a good refreshing feeling and almost therapeutic if you get a good technician. And thirdly, to be cut and dry some other cultures don't treat our people in our culture with the best of professionalism. So, it was all those factors that was the inspiration and timing as well. I was going to do something in 2013 with a partner and open a nail salon/beauty shop but the timing was not right. This time around my daughters were the inspiration for opening the nail salon now."

*"I can't just be the only
person with this idea."*



Mr. Vignola



Blown Woofer

Alize has two daughters who are 15 and 7 years old. He named the salon after his daughters, Laila and London. If you think it was a coincidence that their names both begin with the letter "L" Nope... Alize's real name is Lenny which begins with an "L" therefore, he made sure his children's names begin with an "L". They do work in the salon when they are not busy with school or afterschool activities.

If you think men are embarrassed to get a mani/pedi, think again. The climate of the nail salon has definitely changed and now men want to be groomed from head to toe. At the grand opening some of your favorite male celebrities stopped by to be serviced. It's refreshing to see men getting pedicures and taking care of their feet because women are tired of seeing men who wear socks with sandals. "Mostly everybody gets clear nail polish but, I'm noticing that men are actually getting clear gel manicures and pedicures. I think portions of the entertainment industry and our culture is all about style," explains Alize. "It's about being fresh or cool. I think like-minded brothers such as myself who are really big on fashion want to be groomed from head to toe. At one point I would dress really expensive, really cool, really fresh, and really dapper. I wanted to keep up a clean appearance and there's nothing like a guy that has clean nails, clean hands, his face is groomed, and his toes are groomed as well. I think that women like that especially if you're a lady's man. Women like that type of appearance and will give it the stamp of approval."

If you were at the grand opening of the salon, you may have had a chance to take a photo with one of your favorite personalities from the reality television show, Love & Hip Hop or maybe you attended one of their concerts. Alize met a lot of the celebrities during his career as a record producer and formed unbreakable bonds over the years. "I definitely was able to form a lot of relationships and being a music producer the music business changed, I changed and now I call myself an industry insider more or less to where I manage a few artists and celebrities. I manage Peter Gunz of Love and Hip Hop, plus I work very closely and manage Roy Jones junior. We have a really big fight that's coming up with Mike Tyson. Therefore, I'm able to sometimes make a phone call and get their support to come through if they are free."

If you want to know what makes this nail salon different from all the rest, well it's their free car service. If you live within a mile radius of the salon, you can be picked up by the salon's free car service. Wow! If that doesn't make you feel like a super star, what more can we say.... All you have to do is leave a 20-50% deposit and their driver will pick you up and drop you back home. Alize searched all the nail schools and interviewed hundreds of nail technicians until he discovered the best of the bunch. They know the styles, what's trendy and what the customer wants when it comes to glitz, glamour and wraps. "My technicians are licensed and creative with the nail trends. If you want to get something done right, our team is super creative and the customers love it and keep coming back," says Alize.



Blown Woofer

Other things that sets this nail salon from the others is that the prices are super competitive. His hustlers' approach to beating the competition and steering the customers in his shop is working with services you don't see in other nail salons. "Our basic price for a manicure starts at about 25 to 28 bucks. You can get a manicure and pedicure for \$30. My prices are probably at least 20 to 30% cheaper than the nearest nail salon. We also have a 50 Cent ATM machine. We offer refreshments and on Saturdays we give out food so, it's like a clubhouse; a family environment where we know our customer's name. For every \$500 you spend with us, we give you up to \$50 back in service. I don't see other establishments that offer those perks to their customers."

The Laila London nail salon is also making sure to keep their customers safe during the COVID-19 pandemic. "We are very COVID-19 prepared," states Alize. "We practice social distancing, and we have the plexiglass partitions to keep the nail tech and customer safe. We also have a credit card machine to create a contactless payment environment and we keep everything sanitized after each customer... the utensils, the chairs... everything is sanitized. We take appointments so that the salon does not get crowded. We will take walk-ins if a technician is available. We take everyone's temperature and have no more than 20 people in the shop at a time, including the nail techs. Everyone must wear a mask at all time. When we have an event, we can have up to 20 people in the space at a time."

If you are fortunate enough to live within a mile radius of Nails & Tips by Laila London, let them pick you up from your home and try them out. The neighborhood residents seem to love the notoriety of having a nail salon that cares about the community enough to open a shop that feels like family. Follow them on Instagram @nails_and_tips_by_lailalondon, nailsandtips.com or make an appointment. They are located at 3740 Third Avenue, Bronx, NY.

The grand opening was a huge success.



Blown Woofer

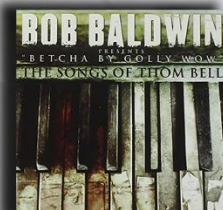
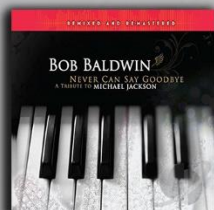
Quarantined Listening

By Vin Taylor

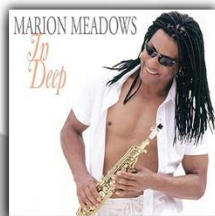
The first six weeks of COVID-19 I never left my apartment. Lucky I had enough food, drink, toilet paper and most importantly enough music. As I laid in the bed sometimes fourteen hours at a time, I didn't want loud vocalists singing at me. I just wanted something amazing in my Sony MDR-7506 headphones. Not a Sony commercial, just great classic over the ear headphones. The music had to be something I could listen to and hear each instrument or vocal clearly, or just make me feel amazing just listening to it and not have to think, just be. Here are some great complete albums, downloads or however you listen to your music.



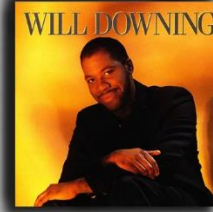
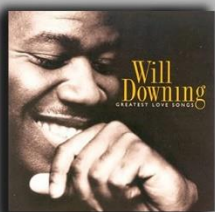
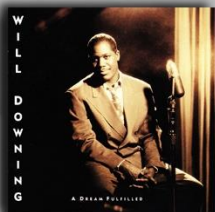
My first choice is an artist I met many years ago. His piano playing is amazing. His style is jazz / urban contemporary. His music will bring you up if you are down: **Never Can Say Goodbye – Tribute To Michael Jackson, 2010, remastered 2018. Mellow Wonder – Songs In The Key Of Stevie, 2015. Betcha by Golly Wow – The Songs of Thom Bell, 2012. And my favorite, Reflections Of Love, 1992. When you hear these songs you will wonder why you never had these albums before. I have no doubt you will love everything else he does.**



This next pick of mine is someone who has played with Bob Baldwin. The smooth sound of his instrument will send chills up your back straight to your heart. Whether you are quarantined alone or with someone you love, you will love this sexy sax of Marion Meadows: **Marion Meadows – Player's Club, 2004. Marion Meadows – In Deep, 2002. Marion Meadows – Soul Traveler featuring Najee – 2015. His music will take you to another place.**



And my last, certainly but not least is a man who's vocal tones will wake you from a dead sleep, unlike an alarm clock that violently grabs you and shakes you. This man will slowly rock you like a baby in its mother's arms. He sings to represent every man and speaks to every woman. He is Will Downing: **Will Downing – A Dream Fulfilled, 1991. Will Downing – Greatest Love Songs, 2002. Will Downing – Will Downing, 1988.**



Well, I hope your Quarantine is as smooth as mine...



TWEETER OF THE MONTH

Yolanda Cuadrado.

This Puerto Rican beauty hails from the South Bronx and is a NYPD Police Sergeant.

In her spare time she can be seen taking photos around New York City with her photographer and fellow police officer, George Pruitt.

She loves beans and rice however, she knows she has to work out four times a week for one hour to keep her body building figure.



LUXe Creative Imaging
BY GEORGE PRUITT

If you would like to be a Tweeter of the Month, submit your bio/photos today at Blownwoofermagazine@gmail.com

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SKIN IN THE GAME

Kal Dawson

Former President of

Murder Inc. and

President of Kal

Dawson Management

Making Strategic
Moves On His
Own Terms

by Belinda James



Blown Woofer

There is a proverb that stands to be true through the test of time which goes, "You can't judge a book by it's cover." For some what looks like a mess or a setback actually turns out to be lessons, detours, roadblocks and finally the road to success. This adage can directly be said of Kal Dawson, the president of Kal Dawson Management. Looking back on his life Kal reflects, "For a minute it looked like I would be in and out of jail for the rest of my life. My mother didn't raise me to be a career jail bird. The streets just sucked me in, and I was having a good time. However, as the saying goes, "All fun good things must come to an end."

In the beginning Kal had a nice family life. His mother had five kids: four boys and one girl. Kal is the baby of the bunch. His parents separated when he was about three years old. In his younger years he was a good kid in school. He was a quiet child who listened to the teacher and spoke up when the teacher called on him. "You could not mess up in school or else moms was on it", remembers Kal. "So, I didn't f*ck around. My mom was right around the corner from my school. She had easy access to get there really quick. My mom was very hands on. There was no, 'Billy get over here and sit down' nope, she was, 'Mother f*cker didn't I... bop, bop, boom, bop... get over here.... Don't you run!!!' My mom was definitely very, very hands on." In some neighborhoods your family is not just made up of your immediate family. It also consists of the other kids that lived on the block, your same floor or surrounding neighborhood or school. Some people grow apart and move out of the neighborhood and others keep in touch. "I grew up in South Central Jamaica in Queens New York. The school districts were divided up depending on where you lived.

Kal didn't get involve in the streets until he was in junior high school. "I got skipped from the sixth to the eighth grade," remembers Kal. "I wanted to get into the drug game. My relatives did it, so I wanted to do it too but, they said if you get in, it won't be because of me. So, I had to find my own way. There was another individual in my projects that knew his math, his hair was always wavy, he wore mock necks, and he was a hustler. So, I went to him for wisdom. Now I know it was a bad thing that's why nobody wanted to teach me about the street activities but he taught me about the streets, what to do, how to do it, where to do it and who to do it with. All though high school I became a boss. I was a worker, soldier and from there I moved up the ranks to lieutenant and then I became my own boss. He graduated from high school but didn't go to college.



Actually, when I was going to high school, I took a test to work for the New York Sanitation Department." Kal was on the wait list however the Sanitation job didn't come through fast enough. Kal got snatched up by the police a few times in North Carolina, and New York. It was scary but he got through it. "The jails in other states were sweet however, the infamous Rikers Island was pure hell," remembers Kal. "That's really some scared straight sh*t. Dudes be watching you to see what you have, pick a fight with you for no reason and envy if you have more than they have. Kool G Rap made a song about Rikers Island... 'You won't be smiling on Rikers Island, Rikers Island, Rikers Island.' Now I know what he was talking about."

After being incarcerated Kal was able to get a job at Def Jam as an A&R recruiter with Russell Simmons thanks to his brother who was friends with Russell. "That's when I started learning about the music business, and managing artists," says Kal. "A lot of the promoters knew me because I would have my drug parties at the clubs" As an artist recruiter, I would go out to find who was serious about their music and bring them to the label. I would go to different rap shows looking for artist. I had to prove myself to Russell Simmons that this is what I wanted to do. I wanted to try something different because I knew this thing I was doing would be a revolving jail door; nothing illegal last forever. I know some guys that have gone to jail and will never get a chance to come home. Some people die in jail so something different had to happen for me. I worked with LL Cool J. I went to high school with him. I work with Slick Rick and I got Method Man signed to Def Jam on a solo deal." Kal stayed at Def Jam for three years.



A photograph of three men standing in front of a pizza shop at night. The man on the left is wearing a black leather jacket and jeans, holding a bottle of beer. The man in the middle is wearing a white baseball jersey with the number 21 and blue pants. The man on the right is wearing a black hoodie with a graphic and a beanie. The shop behind them has a sign that says "Pizza".

Some of Kal's clients under his management team include Mr. Cheeks, Cappadonna, Pete Cain, Beanie Sigel to name a few. He is constantly looking for new talent who is serious about their craft. He is working on major projects and staying focused on his goals. You can follow him on his social media pages @dawsonkal

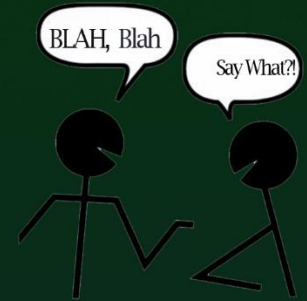


KAL DAWSON MANAGEMENT



Follow us on Instagram @dawsonkal

HE SAID... SHE SAID... THEY SAID...



Teyana Taylor wants to retire from the music industry. She asked her label to drop her and they have an excuse every time on why she should not let her fans down. She says she does not have the support of her label, Def Jam they will not take any accountability regarding why she is not getting any promotional support. Fat Joe chimed in on the Wendy Williams show and said Teyana should have talked to her label through her attorney and not take any gripes to social media.



50 Cent's creativity is showing out with the success of producing his amazing television shows that has audiences craving for more. If you're stuck in the house because of the pandemic, it's a good time to watch FOR LIFE, POWER BOOK II: GHOST, and binge watch the entire season of POWER if you have not seen it. His next project is to produce a musical comedy series with Mary J. Blige. Get your snacks ready; this is going to be a good one!



Mickey Guyton becomes the first black female solo artist to earn a Grammy nomination in the country music category. Oh No!!! Some folks had their money on K. Michele after she told the world that she was going to make a country album. Ugh! We were counting on K. Michele to be the first black woman in country music to set records.



Continued from page 7

Let me give you one example... People who are discouraged in this industry when they are not accepted go into depression, they go into drugs or whatever and become an alcoholic. The alcohol takes control and then they lose out. Then they want to become accusatory and want to blame the manager, the record company and the list goes on... No, you must excuse yourself as to why it didn't happen for you. In my book, I said that God gives us so many chances to start all over. So now if you have the ability to sing and now you understand and you are inspired to get back into the studio and you have learned from your mistakes, now you can start over again with an understanding of the work ethics. You know, everybody wants to be the star and I say, 'spell star backwards'. Everybody wants a cup of instant coffee and I always say, 'It aint good. Try the brewed coffee'. You must be able to invest the time and the energy in your pursuit. Not just your craft but the business side of all your relationships.

QUESTION: What is the one thing you want young artists to know?

ANGELO: I don't want young artists to look at someone older and think that they're not young enough or relevant enough. Wisdom is age and age is wisdom. Don't shut the door to opportunities with somebody who can teach you and you can grow from them. I stand on the shoulders of a lot of great heroes and I don't want young people to believe, "Oh this person is old, and this person is this or that". Wisdom unlocks the door.

For more wisdom, information, and priceless tidbits on how this publicist makes things happen for his clients follow on Instagram @doublexxposure

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Blown Woofer

JEFF BRADSHAW

"Stronger"

Legendary trombone player Jeff Bradshaw has released a new album titled "Stronger". The star studded roster includes some of neo souls music most sought after in the business, such as Raheem Devaughn, Mike Burton, Marsha Ambrosius, Frank McComb, Amber Navran, Trombone Shorty, Paula Champion, Conya Doss and many more.

There is absolutely nothing negative at all to say about this album. Every track, every vocal and every arrangement is simply superb. From the opening track "War and Thunder" featuring Trombone Shorty, to the very last song featuring Wadude Ahmad on "Gratitude". The entire album is phenomenal and much needed in a time where we are desperate for change in humanity, our communities and culture, a change in how the world is being governed, a change in music that we hear as we deal with all these pandemics.

Stronger is indeed a change in what we've been hearing. Finally, a body of work that you can play from start to finish and enjoy each song as it tells a story. Here are a few favorites to look out for... War and Thunder, Nights Over Egypt, Pretty baby, Prototype, Euphoria, Butterfly, Closure and Celebrate are fantastic songs to open this album. Then there is the Stevie Wonder medley sung by Frank McComb and Glenn



Lewis. Then the set closes with songs like "I Do" sung by Marsha Ambrosius and "Betta" sung by Amber Navran of Moonchild. These are simply a few favorites as this entire album is a sure showstopper.

If you're a music lover and want some great music to celebrate to over the holidays, go get this album now! This album gets 5 stars!



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Join G. Keith Alexander

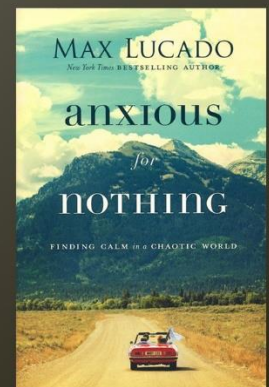
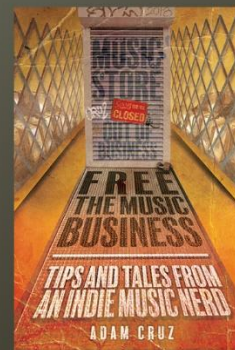
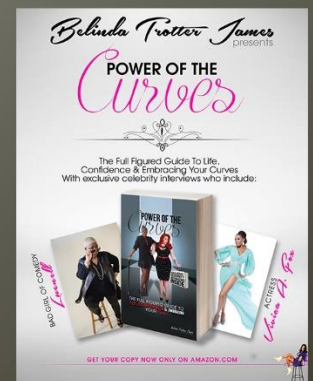
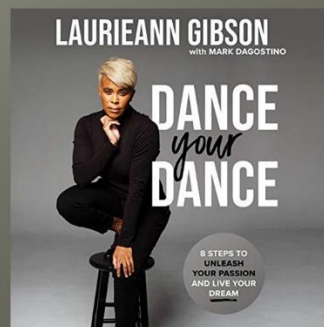
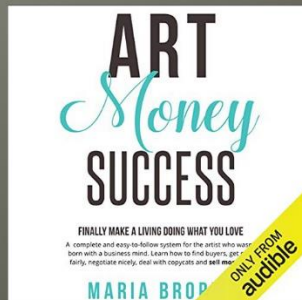
New York radio/TV personality, voice actor
and founder/CEO of HarlemAmerica Digital Network
as he interviews the most Amazing Guests on his
Podcast: **What's Hot!**

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JAY PHAROAH ALMOST DROPS MIC FOR LAST TIME

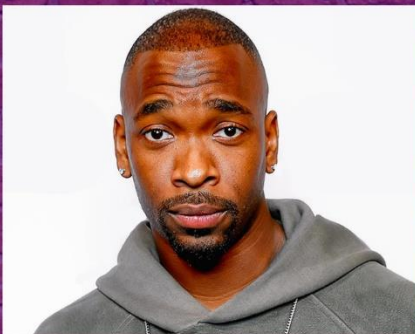
BY VIN TAYLOR

When comedian Jay Pharoah was walking down the street minding his own business and was told to lay down on the ground, he probably thought he was dreaming. But when he realized it was not a dream, all that ran through his head was “I literally could have been George Floyd.” Former cast member on Saturday Night Live, stand-up comedian and impressionist born Jared Antonio Farrow was spread eagle on the ground and.... Let me back up a little.

Last April comedian Jay Pharoah was walking down Ventura Boulevard in California when he saw LAPD officers moving closely around him. The next thing he knew was he was spread eagle on the ground, cuffed, with officers with guns drawn standing over him. An officer momentarily had his knee on Jay's neck. He understands how people like George Floyd, Ahmaud Arbery and others had felt.

After police did a quick investigation, they unhandcuffed him and apologized (?) by saying “you fit the description of a person...” blah blah blah blah blah blah... How many Black men “fit the description” by being... Black? If you look at the surveillance video online, you will see that the police approached him from behind. So how do you “fit the description” from behind? You had the same sneakers? The same color clothing? The same haircut? Maybe they just wanted him to run so they could shoot first and ask later. How do you answer, “fit the description”? You don't, you just keep on moving and keep on living and loving. Thank God you came out alive.

But was Jay able to walk away because he was famous? If he was John Q Blackman, would he have been arrested? Would he have been beaten? Would he have ended up dead? As a parent of a Young Black Man I say: Don't struggle or fight. Don't ask too many questions. Act like a gentleman, don't act like a Ni99er who DID DO something. The more you resist the more you look like you “fit the description.”





OBSIDIAN – The Protective Stone

Obsidian is a protective stone, as it forms a shield against negativity, blocks psychic attacks and draws out mental stress and tension. Obsidian is formed by the quick cooling of volcanic lava, hardening like glass. Obsidian was worth more than gold, as they were used by the Mayans and the Aztecs to make arrowheads, jewelry and cutting instruments. Obsidian keeps your mind tuned in and keeps your physical and spiritual bodies alignment. It helps to dissolve old traumas, helps with shadow work, helps break negative spiritual work/hex/curses/evil witchcraft that is casted towards and upon you.

Obsidian is the meeting point for all the elements of earth, fire, water, and air. Keep your castle protected with Obsidian close to the doorway (behind the door), under your pillows, close to your root chakra, near your window sill and near your treasures/treasured objects. Obsidian Stone strengthens your root chakra as well, which keeps us grounded without making us feel bounded and gagged. It simply sends the excess energy flowing down to the ground to be absorbed by Mother Earth. Obsidian sends its healing energy straight to the root chakra. The Black Obsidian Stone aids your solar plexus chakra, the third chakra which is associated with self-esteem and sense of worth.

Obsidian removes blockages that keeps us from living our best lives without the confinements of fear.

Obsidian is an amazing amulet for Sagittarians and Scorpions. Scorpions tend to be fiery, passionate, and intense. They are a sign ruled by Pluto and Mars (the gods of the underworld and war). Black Obsidian serves as the protector, which is important for a Sagittarian who usually doesn't look before they leap and who can often be found dashing out on their next great adventure.

To learn more about gem stones, go to www.Vondechii.com. Follow on Instagram @vondechiisvault



Blown Woofer



VONDECHII

HOME LOUDSPEAKER SYSTEMS

BY VINTAYLOR

Do you remember your parents having a Hi-Fi (High Fidelity) System in their Console TV/Stereo Unit? Maybe you were born too late. Or maybe you were not allowed in the living room. Either way... You missed out. Most consoles had two built-in speakers and a place to wire two more as my father did back in the day, he also added a switch box. This allowed not only two additional speakers but allowed for an additional three pairs of speakers. So, we not only had sound in the living room, but in the kitchen, dining room, as well as the back yard. This whole thing was no easy doings. The entire conglomeration of speakers had to be wired. Two speaker cables to every pair of speakers. Then they were all wired to a speaker switcher to turn on or off each area or room. The console was a solid piece of wood furniture in your living room and had a turntable that made every 33 LP or stack of 45's sound amazing. Man, those were the good old days.



VINTAGE MAGNAVOX



SONOS ONE

Today, we can have the same number of speakers, but they don't have to be wired to each other or a speaker switcher. You can try speakers like Sonos One. The powerful smart speaker with voice control built in. Get rich, room-filling sound with Sonos One, and control it with your voice with the Sonos App, Apple AirPlay 2, and more. The compact design fits just about any space, bedroom, living room or put it on your kitchen counter-top. It's humidity resistant so you can even put it in the bathroom. You can also customize your system. Start with one speaker and easily add more later. Pair stereo speakers in the same room for a bolder, richer sound. Connect Sub to Arc, Playbar, or Beam for deeper bass, then add a pair of rear surrounds for immersive surround sound. Hook up your turntable to Five or Amp to stream vinyl all around your home.

Sonos works with all the services you know and love. Stream Apple Music, Spotify, Amazon Music, Audible, Deezer, Pandora, Tunes, iHeartRadio, Google Play Music, YouTube Music, and many more.





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